In the claims:

1.   (Currently amended) A method for managing subscriber vehicle data in a vehicle data management system in a computer, comprising:

receiving the vehicle data into the vehicle data management system in the computer;

storing the vehicle data in the vehicle data management system in the computer;

[[defining]] securing access to data in the vehicle data management system in the computer according to a status based hierarchy by associating specific vehicle data access privileges with individual client statuses, the individual client statuses being selected from the group consisting of subscription service customer, campaign manager, engineer, data analyst, call center advisor, portal administrator, and fleet manager;

receiving a client data request from a client via a requesting device;

determining a client identity in the vehicle data management system in the computer based on the client data request, the client identity including a position of the client in the status based hierarchy and a class of [[a]]the requesting device of the client, wherein the requesting device class is selected from the group consisting of personal computers, personal digital assistants, cell phones, and vehicle telematics units; and

providing targeted vehicle data from the vehicle data management system in the computer to the client responsive to the data request, wherein a format of the targeted vehicle data is based on the identified client's requesting device class and position in the status based hierarchy, the client's individual client status in the status based hierarchy determining which of the vehicle data is accessed to provide the client's targeted vehicle data.

2 - 3. (Cancelled)

4. (Previously presented) The method of claim 1 wherein the targeted data is configured to be retrievable through a web hosting portal.

5. (Previously presented) The method of claim 4 wherein the targeted data is configured to be retrievable through a voice-enabled web hosting portal.

6. (Previously presented) The method of claim 1 wherein determining the client identity comprises:

parsing the client data request for client identity data.

7. (Cancelled)

8. (Currently amended) The method of claim 1 wherein providing the targeted data comprises:

instantiating a communication portlet that is associated with the determined requesting device class, client identity and client status;

retrieving vehicle data based on the communication portlet; and

populating the communication portlet with the retrieved vehicle data.

9. (Cancelled)

10. (Previously presented) The method of claim 1 wherein the targeted data includes advertisements that are selected based on the requesting device class, status and identity of the client.

11. (Previously presented) The method of claim 1 wherein the targeted data includes analytical data that are selected based on the client request.

12. (Previously presented) The method of claim 8 wherein retrieving vehicle data is accomplished by requesting the vehicle data from a vehicle communications unit of a vehicle that is identified by the client data request.

13. (Previously presented) The method of claim 8 wherein vehicle data is selected from the group consisting of subscription service data, vehicle operating data, vehicle maintenance data, and vehicle lease data.

14. (Currently amended) A computer readable medium storing a computer program, comprising:

computer readable code for [[defining]] securing access to data in the vehicle data management system according to a status based hierarchy by associating specific vehicle data access privileges with individual client statuses, the individual client statuses being selected from the group consisting of subscription service customer, campaign manager, engineer, data analyst, call center advisor, portal administrator, and fleet manager;

computer readable code for receiving a client data request from a client via a requesting device;

computer readable code for determining a client [[type]] identity in the vehicle data management system based on [[a]]the client data request received from the client, the client [[type]] identity including a position of the client in the status based hierarchy and a class of [[a]]the requesting device of the client, wherein the requesting device class is selected from the group consisting of personal computers, personal digital assistants, cell phones, and vehicle telematics units; and

computer readable code for providing targeted data from the vehicle data management system to the client responsive to the data request, wherein a format of the targeted vehicle data is based on the identified client's requesting device class and position in the status based hierarchy, the client's individual client status in the status based hierarchy determining which of the vehicle data is accessed to provide the client's targeted vehicle data.

15. (Cancelled)

16. (Previously presented) The computer readable medium of claim 14 wherein computer readable code for determining the client type comprises:

computer readable code for parsing the client data request for client identity data.

17. (Previously presented) The computer readable code of claim 14 wherein computer readable code for providing targeted data comprises:

computer readable code for instantiating a communication portlet that is associated with the determined client requesting device class, client identity and client status;

computer readable code for retrieving vehicle data based on the communication portlet; and

computer readable code for populating the communication portlet with the retrieved vehicle data.

18. (Previously presented) The computer readable medium of claim 17 wherein the computer readable code for retrieving vehicle data includes computer readable code for retrieving vehicle data from a VCU of a vehicle that is identified by the client data request.

19. (Cancelled)

20. (Currently amended) A vehicle data management system, comprising:

means for [[defining]] securing access to data in the vehicle data management system according to a status based hierarchy based on associating specific vehicle data access privileges with individual client statuses, the individual client statuses being selected from the group consisting of subscription service customer, campaign manager, engineer, call center advisor, portal administrator, data analyst, and fleet manager;

means for receiving a client data request from a client via a requesting device;

means for determining a client identity in the vehicle data management system based on the client data request, the client identity including a position of the client in the status based hierarchy and a class of [[a]]the requesting device of the client, wherein the requesting device class is selected from the group consisting of personal computers, personal digital assistants, cell phones, and vehicle telematics units; and

means for providing targeted vehicle data from the vehicle data management system to the client responsive to the data request, wherein a format of the targeted vehicle data is based on the identified client's requesting device class and position in the status based hierarchy, the client's individual client status in the status based hierarchy determining which of the vehicle data is accessed to provide the client's targeted vehicle data.